

**Idaho Travel Council Grant Summit
February 2 -3, 2010
Owyhee Plaza, Rainier Room
1109 Main Street, Boise Idaho
(208) 334-4611**

Agenda

February 2nd 1:00 pm – 5:00 pm

1:00 – 1:15	pm	Welcome and Introductions	ReNea Nelson, Division of Tourism
1:15 – 1:30	pm	Idaho Travel Council Update	John May, ITC Vice-Chair
1:30 – 1:45	pm	Intro of Grant Management Team	ReNea Nelson
1:45 – 2:45	pm	Review of new ITC Grant Handbook <ul style="list-style-type: none"> • ITC Guideline/Rule Updates 	Karen Ballard, Administrator Division of Tourism
2:45 – 3:00	pm	Break	
3:00 – 3:30	pm	Management of Requests, Approvals	ReNea Nelson, Tina Caviness
3:30 – 3:45	pm	Tourism Grant Website	Cathy Bournier, Division of Tourism
3:45 – 4:30	pm	2010 Grant Application	ReNea Nelson
4:30 – 5:00	pm	Grantee Input	Monty Evans, Dept. of Labor
5:00	pm	Adjourn – Hosted Reception/Networking	

February 3rd 8:00 am – 3:00 pm

8:00 – 9:00	am	Strengthening Communities Through Marketing <ul style="list-style-type: none"> • Adventures in Living Tool Kit • Site Seer 3D Virtual Tourism 	Karen Ballard
9:00 – 10:00	am	State Marketing Overview Partnership Opportunities <ul style="list-style-type: none"> • Magazine Co-ops – Prime Season • Snowmobile Co-Op – Winter Season • Google Analytics • Trip Advisor for DMO Webinar • Reputation Management 	George Willis, Geo Data Systems Bill Drake, Drake/Cooper Josh Mercado, Drake/Cooper
10:00 – 10:15	am	Break	
10:15 – 10:45	am	Madden Media	Robbin Gibson, Drake/Cooper
10:45 – 11:45	am	Other Co-Op Opportunities <ul style="list-style-type: none"> • Go West Summit 2011 • Marketing Scenic Byways w/video • Top 10 Map, Advertising 	Todd Skelton, Trip Advisor
11:45 – 1:15	pm	Working Luncheon Social Media in Practice <ul style="list-style-type: none"> • Regal 360 • SWITA Campaign • Twin Falls Podcast, Travelcast 	Allison Cessna, Madden Media
1:15 – 1:30	pm	Public Relations	Karen Ballard
1:30 – 1:45	pm	Update Idaho, Voluntourism, Travel Guide	Garry Young, ID Dept. Transportation
1:45 – 2:30	pm	Leads Program	Reid Rogers, GeoTourism Center
2:30 – 2:45	pm	Grantee Comments	Diane Norton, Tourism Division
2:45 – 3:00	pm	Wrap and Adjournment	Brandon Hull, Regal 360 Moya Shatz, SWITA Shawn Barigar, Twin Falls Chamber Ron Gardner, Element 242 Kellie Kluksdal, Tourism Division Peg Owens, Tourism Division Marsha Stearns, All West Kellie Dahlquist, NCITA

ReNea Nelson